

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:      Barbara J. Boe, et al.  
Serial No.:                09/966,845  
Filing Date:              September 28, 2001  
Confirmation No.:        4972  
Group Art Unit:          3622  
Examiner:                Yehdega Retta  
Title:                    SYSTEM    AND    METHOD    FOR    PROFILING  
                             CUSTOMERS FOR TARGETED MARKETING

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE TO EXAMINER'S ACTION

In response to the Official Action issued October 19, 2010, Applicant respectfully requests the Examiner to reconsider the rejection of the claims and the objections to the Application in view of the following amendments and/or comments as set forth below.